

SAP eXperience Day
Un consumatore per amico

L'esperienza di DIA Group

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CCO Chief Customer Officer

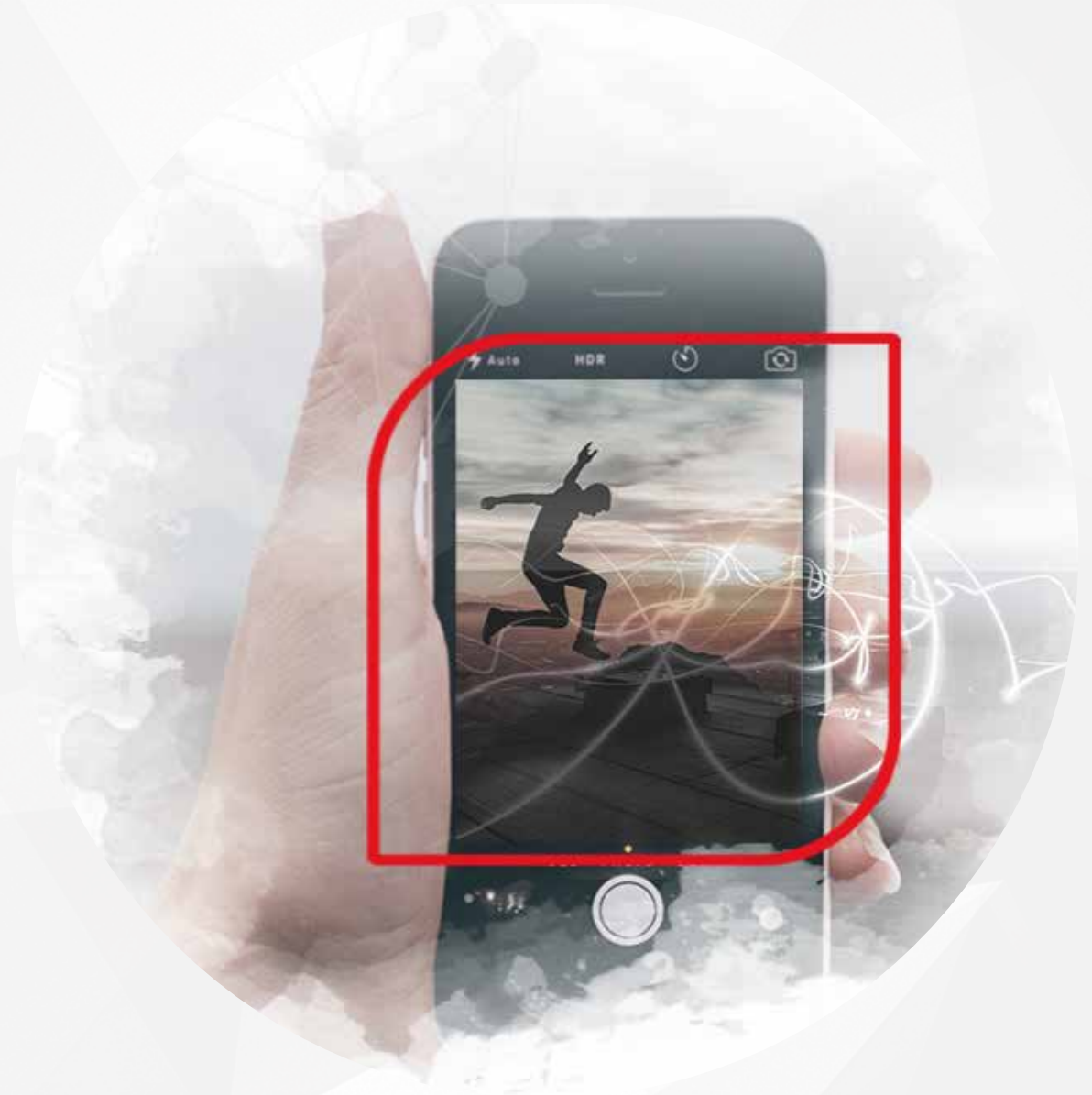
DIA Group



THE BEST RUN 

DIA

**WHERE HAVE WE
COME FROM?**





BEFORE

10 RAZONES por qué **Dia** puede VENDER MAS BARATO

- NO DAMOS BOLSAS.
- NO USAMOS ESTANTERIAS.
- NO MARCAMOS LOS PRECIOS EN LOS PRODUCTOS.
- NO TENEMOS ADORNOS.
- NO TENEMOS ESTABLECIMIENTOS LUJOSOS.
- NO TENEMOS PERECEDEROS.
- TENEMOS EL PERSONAL JUSTO.
- TENEMOS MARGENES MUY REDUCIDOS.
- QUEREMOS VENDER MUCHO.
- TODAS LAS ECONOMIAS DE NUESTRA GESTION COMERCIAL LAS REPERCUTIMOS EN LOS PRECIOS.

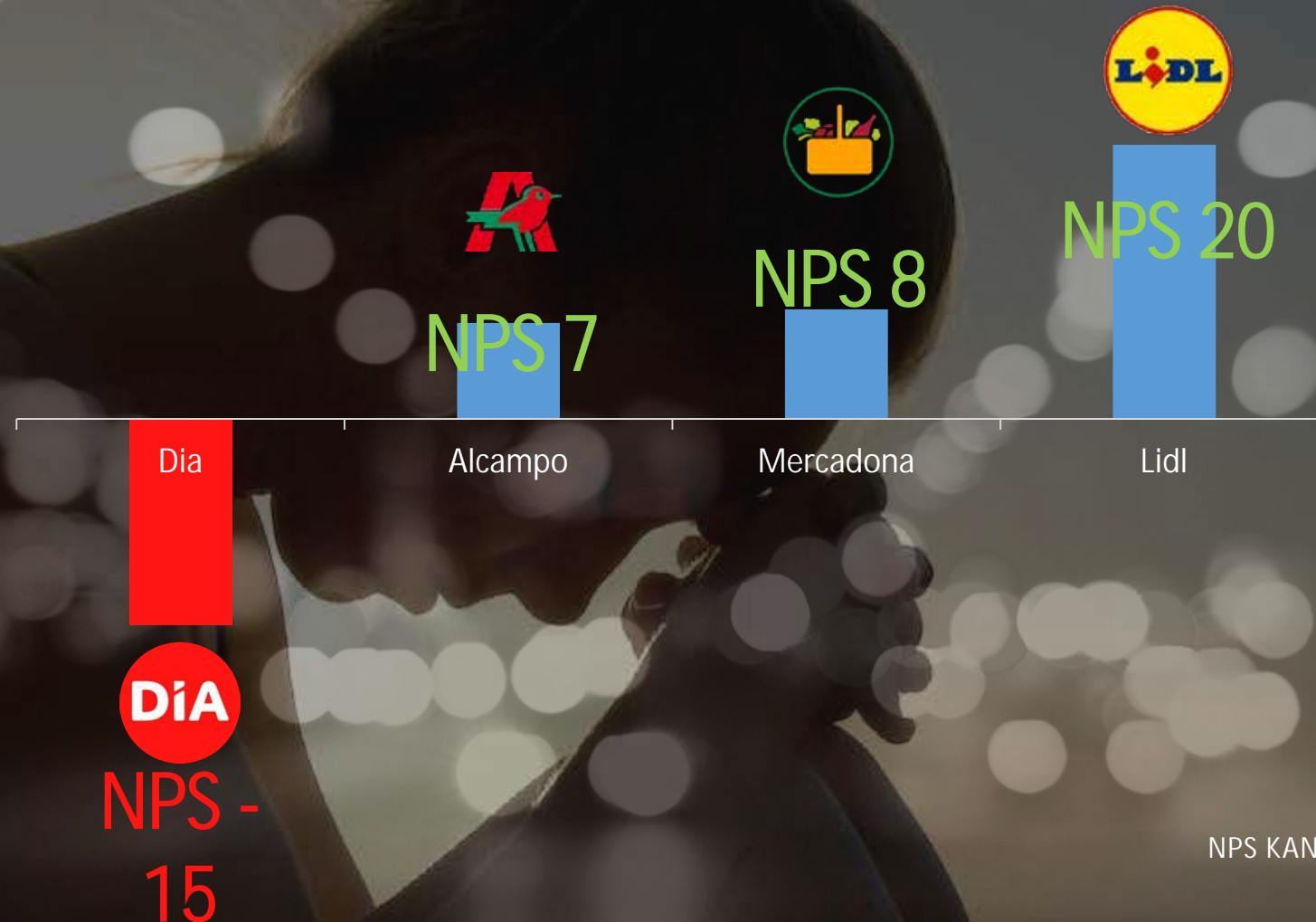
AN UNWRITTEN RULE...

DO NOT SPEAK TO CUSTOMERS

Productivity is the priority



WHAT WE WERE FACED WITH



ASSESSING OURSELVES FROM THE CUSTOMER'S POINT OF VIEW



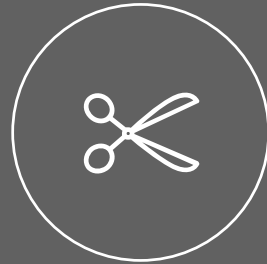
EVERY INTERACTION



EVERY STORE



EVERY EMPLOYEE



CUSTOM INSIGHTS

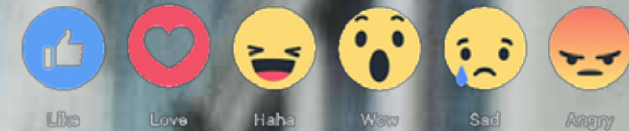


PRIORITISED
ACTIONS



IN REAL TIME

THE CUSTOMER'S VOICE AS AN ENGINE FOR CHANGE



664.757 SURVEYS
launched via the app
and website since the
program began

Adapted to the
customer's
shopping basket
and store type

Gathered +200,000
responses



THE CUSTOMER'S VOICE AS AN ENGINE FOR CHANGE



With more than 75% of issues resolved successfully

Including personalised customer information at every level

Store supervisors make calls to the biggest detractors within 48 hours

NOW THE WHOLE ORGANISATION SPEAKS TO CUSTOMERS!

Customers now have **ALL** the power



RESULTS & SUCCESSES



STRATEGIC IMPACT

NPS is now an exec. KPI



OPERATIONAL IMPACT:

Logistics improvements



IMPACT ON STORES

Redesigned interior and exterior



PEOPLE IMPACT:
Transformed the DIA culture



CUSTOMER IMPACT:
+50% increase in NPS



IMPACT ON OCX:
Granular measurement of CX metrics



